

CLAIMS

What is claimed is:

- 1 1. A method for promoting entertainment programs, comprising the steps of:
 - 2 (a) receiving a request relating to an item from a user utilizing a network;
 - 3 (b) mapping the inquiry to a promotion for a media program of a similar genre; and
 - 4 (c) outputting the promotion to the user utilizing a network.
- 1 2. A method as recited in claim 1, wherein the request is for uploading at least one
2 of text, video, and audio.
- 1 3. A method as recited in claim 1, wherein the media program is selected from the
2 group consisting of: a television program, a cinematic movie, and an audio
3 production.
- 1 4. A method as recited in claim 1, wherein an opportunity is presented for
2 programming a client device of the user for recording the media program.
- 1 5. A method as recited in claim 1, wherein the network is the Internet.
- 1 6. A computer program product for promoting entertainment programs,
2 comprising:
 - 3 (a) computer code for receiving a request relating to an item from a user utilizing a
4 network;
 - 5 (b) computer code for mapping the inquiry to a promotion for a media program of a
6 similar genre; and
 - 7 (c) computer code for outputting the promotion to the user utilizing a network.

1 7. A computer program product as recited in claim 6, wherein the request is for
2 uploading at least one of text, video, and audio.

1 8. A computer program product as recited in claim 6, wherein the media program
2 is selected from the group consisting of: a television program, a cinematic
3 movie, and an audio production.

1 9. A computer program product as recited in claim 6, wherein an opportunity is
2 presented for programming a client device of the user for recording the media
3 program.

1 10. A computer program product as recited in claim 6, wherein the network is the
2 Internet.

1 11. A system for promoting entertainment programs, comprising:
2 (a) logic for receiving a request relating to an item from a user utilizing a network;
3 (b) logic for mapping the inquiry to a promotion for a media program of a similar
4 genre; and
5 (c) logic for outputting the promotion to the user utilizing a network.

1 12. A system as recited in claim 11, wherein the request is for uploading at least one
2 of text, video, and audio.

1 13. A system as recited in claim 11, wherein the media program is selected from the
2 group consisting of: a television program, a cinematic movie, and an audio
3 production.

1 14. A system as recited in claim 11, wherein an opportunity is presented for
2 programming a client device of the user for recording the media program.

1 15. A system as recited in claim 11, wherein the network is the Internet.